

alissa howard

Education

Bachelor of Arts
Trinity University
San Antonio, Texas

Majors

Communications
& Studio Art

Minor

Art History

Additional Education

Harvard Business School
Online: Leadership Principles
Trinity University Alumni
Leadership Academy

5-time GDUSA

Award Winner

Branding, Direct Mail,
Brochures/Collateral,
Packaging, Posters

Special Skills

Art + Creative Direction
Adobe Creative Cloud
Graphic + UX Design
Project Management
Systems + Process Development
Video Editing
Strategy + Campaign Planning
Copywriting + Copy-Editing
Social Media (Organic + Paid)
Web + Email Design + Management
+ More

Board & Volunteer Service

Present

Trinity University Alumni Association
Board Member + Committee Chair
Contemporary at Blue Star
Board Member

References + Work Samples

Available upon request
Portfolio link below

CREATIVE DIRECTION, SOCIAL MEDIA, COMMUNICATIONS & MARKETING

Whataburger

Sr. Manager, Brand Communication & Social Experience • Mar. 2023 - Present

Lead in-house Social Media team (creative & community management/response) + external agencies. Oversee content development from conception to publication across Facebook, Instagram, Threads, TikTok, Twitter, Twitch, LinkedIn, + more - paid & organic.

Creative Services Manager • Jan. 2020 - Mar. 2023

Lead in-house creative team & external agencies/freelancers in creative work from conception to publication across all platforms (web, social, video, print/digital - paid & organic). Review advertising performance to stay agile & drive desired results. Project-manage cross-functional initiatives across the business to create simple, compelling ideas from complex narratives.

Social Content Manager • Jul. 2018 - Jan. 2020

Manage in-house team in content creation & customer response on all social media platforms. Review & approve all paid and organic social content (English + Spanish) from internal creative team & external agencies. Develop & manage paid promotional plan (\$1M+ budget). Analyze performance metrics to inform ongoing & future content development.

Davis Vision

Sales Operations Manager • Sep. 2016 - Jul. 2018

Manage team of 6 to design custom proposals to drive group vision plan sales. More than doubled Proposal-related sales from 2016 (\$16,145,947) to 2017 (\$37,683,830). Utilized design & marketing strengths to better sell & communicate tailored messaging to each potential client. Copy-edited 500+ answers & graphics to ensure updated, optimal messaging.

Multimedia Marketing Manager • Nov. 2014 - Sep. 2016

Art direct, project-manage, write copy & create content (print, online, video) for both B2B sales & B2C audiences. Develop & implement brand standards. Plan & design strategic campaigns to drive sales. Lead teams in cross-functional internal process improvement initiatives to increase internal efficiencies, reduce costs, & better utilize company resources.

Airrosti • Business Development Account & Brand Manager • Sep. 2013 - Oct. 2014

Provide art direction, strategic oversight, & create collateral for a suite of materials to sell new business. Develop new sales program sub-brand directly with Founder & EVP for strategic growth & business development.

Robot Creative • Social Media Manager • Apr. 2013 - Sep. 2013

First team member of the agency's first-time offering for Social Media services. Acted as both Creative Development Manager & Account Manager for 4+ clients. Created content for social media accounts (including usage guidelines) for various clients including a Greek restaurant, a suit designed for shark diving, an arena football team, & more.

Airrosti • Social Media Manager & Graphic Production Artist • Jun. 2012 - Apr. 2013

Designed & produced a wide range of marketing materials (print + digital). Developed strategic plan & designed content to launch & grow various social media channels.

San Antonio Children's Museum • Marketing Associate • Jun. 2011 - Jun. 2012

Designed all ads + marketing materials (print + digital), wrote press releases, & more. Managed social media, museum website, public calendar of events, & email marketing.